

Message Text

UNCLASSIFIED

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E.O. 11652: N/A

TAGS: BEXP UR

SUBJECT: INTERORGTECHNIKA 75 (I-75)

USDOC FOR BEWT/TPD ROBB

REF: A) STATE 131704 B) MOSCOW 7804

1. DIFFICULT TO ESTIMATE COST/BENEFIT RATION OF SCM MOVIE. CERTAINLY I-75 EXCELLENT TIME TO INTRODUCE NEW PRODUCT LINE. DISPLAY OF ACTUAL PRODUCT BEST, BUT MOVIE IS BETTERN THAN LITERATURE. KEN ARENA, SCM, SHOULD KNOW VALUE SOVIETS PLACE ON PLAIN BOND PAPER COPIER. SCM WOULD BE WISE TO BRING TWO OR THREE EXTRA PRINTS OF FILM WHICH COULD BE LERT WITH APPROPRIATE END-USERS/BUYERS FOR REVIEW AFTER I-75.

2. AS LONG AS MOVIE IN GOOD TASTE, SHOULD NOT PRESENT PROBLEM WITH CENSOR. ALL VISUALS MUST BE SCREENED BEFORE PUBLIC SHOWING. IF RUSSIAN SOUND TRACT USED, MAKE SURE YOU SUE U.N. QUALIFIED TRANSLATOR. WE BELIEVE GOOD MARKET EXISTS HERE FOR ELECTRIC TYPEWRITERS. HOWEVER, AS ARENA AWARE, COMPETITION (PARTICULARLY FROM IBM) IS STIFF.

3. CHAMBER PREPARED ALLOW US TO BEING CONSTRUCTION 8 AUGUST PER REFTEL B. ADVISE IF WE SHOULD PROCEED WITH CONTRACT. STOESSEL

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